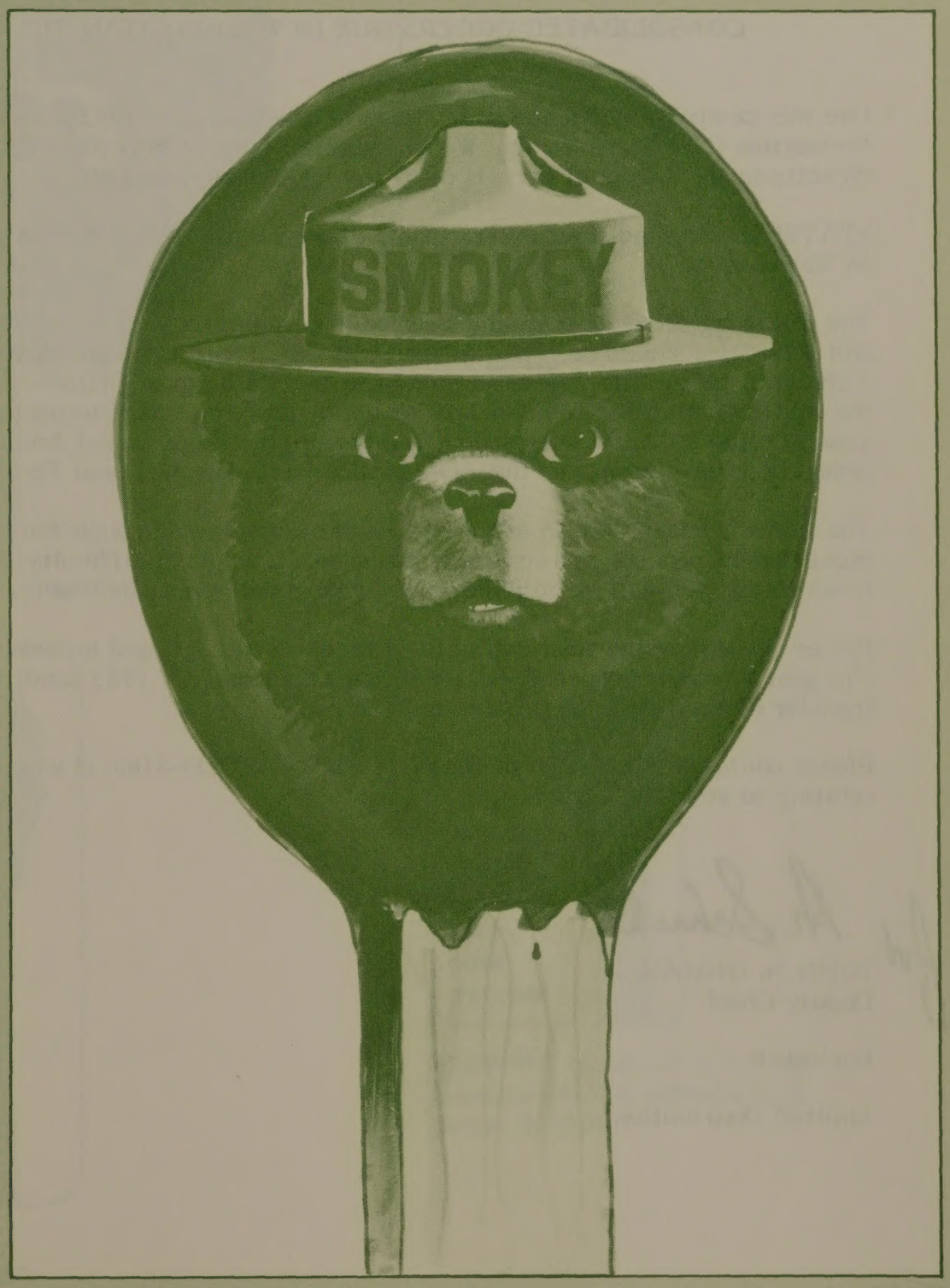
United States
Department of
Agriculture

Forest Service

Cooperative Forest
Fire Prevention and
Your State Forester

# Smokey's 1983 Campaign

## Consolidated Orders Due in Washington, D.C. by October 1, 1982



United States Department of Agriculture
Forest Service
Washington Office
12th & Independence SW
P.O. Box 2417
Washington, DC 20013

Reply to: 3110 Fire Prevention

Date: JUL 15 1982

Subject: 1983 CFFP Campaign Guide and Order Form

To: Regional Foresters; Station Directors; Area Directors; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTION, DC, OCTOBER 1

Use this campaign guide and order form to order all your 1983 Cooperative Forest Fire Prevention (CFFP) materials. We are again extending the option of mailing the materials directly to the National Forests or to the Region or Area Office.

STATES should send their orders to the appropriate Region or Area Office for transmittal to Washington.

The following procedures should be used in completing your orders. The freight addresses and quantities should be typed on form AD-156. Each item and quantity must be listed on a separate page. The sheets submitted to the Washington Office will be used in ordering the material from the printers and vendors. Therefore, it is important that the total quantities be shown in standard pack increments. Regions and Areas should include their orders and State orders on the AD-156 along with the National Forests.

The items identified by an asterisk (*) will be obtained through the competitive procurement process and contracts awarded. If we have difficulty in procuring any of these items, you will be notified. Credit lines will not be available.

Prices quoted are our best estimate of break-even costs and include prepaid delivery charges. Materials ordered will be obligated against FY 1983 funds. The WO will request transfer of the full amount obligated early in FY 1983.

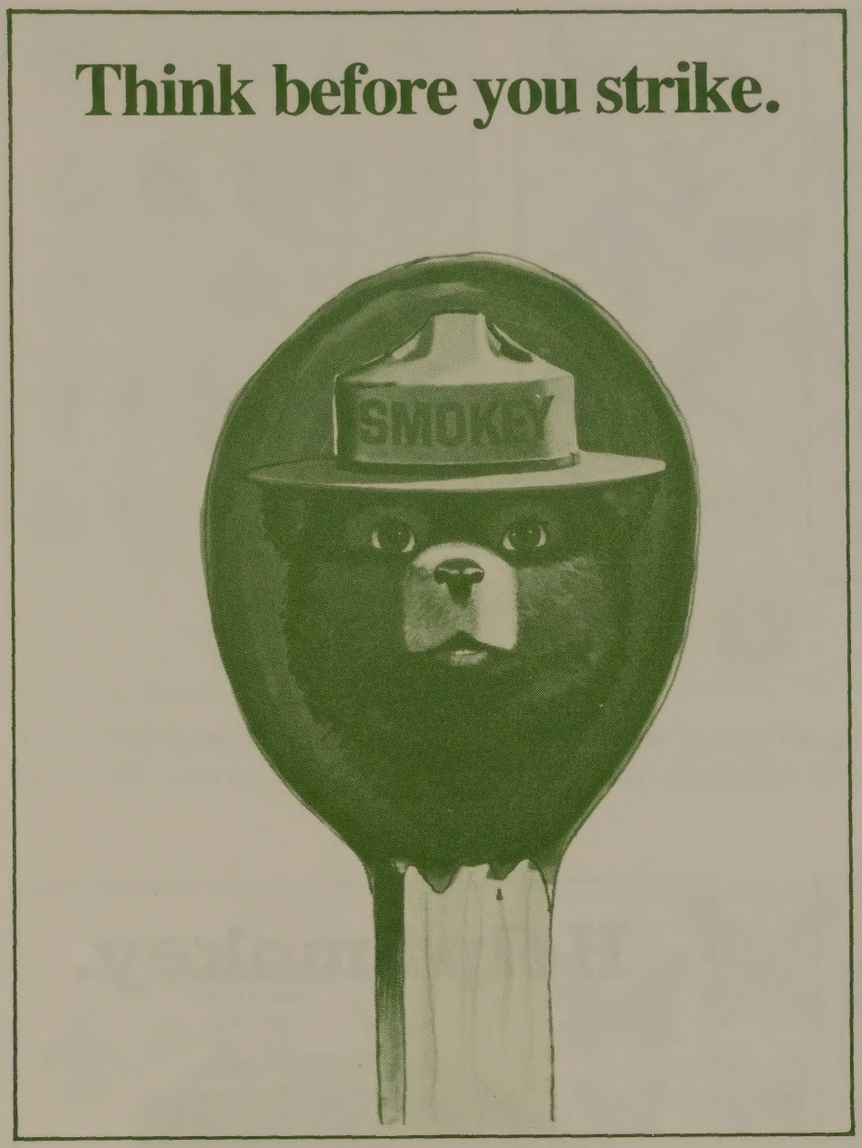
Please contact Don Hansen or Susan Yourko, (703) 235-8160, if you have questions relating to your 1983 order.

for A. Schacht

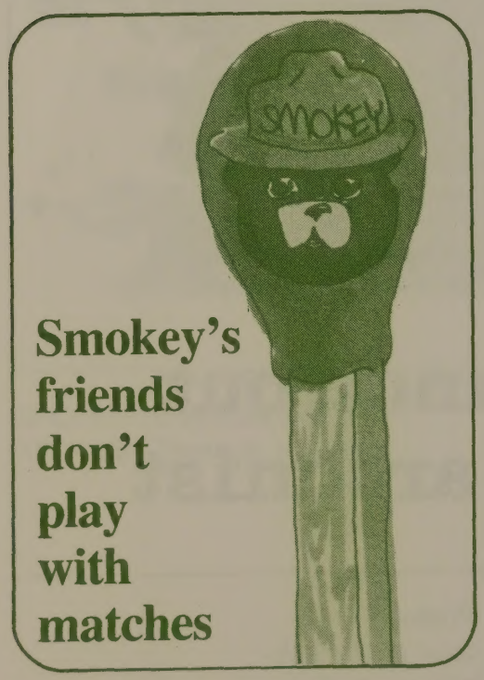
JOHN H. OHMAN
Deputy Chief

Enclosure

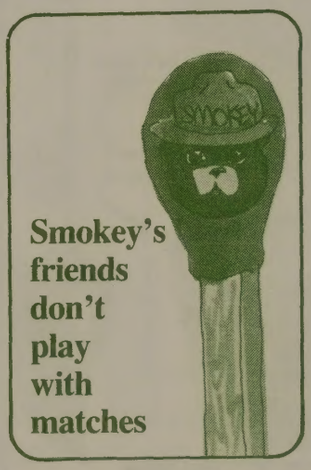
Limited Distribution




**83-CFFP-1** Basic Poster—13″ × 18½″. This basic theme will be carried throughout the entire campaign, including radio and TV. Order **(1a)** for indoors and **(1b)** for outdoors. **(1a)** $56/500, **(1b)** $33/250.




**83-CFFP-2** School Poster—7″ × 10″. Paper only. $23/500.

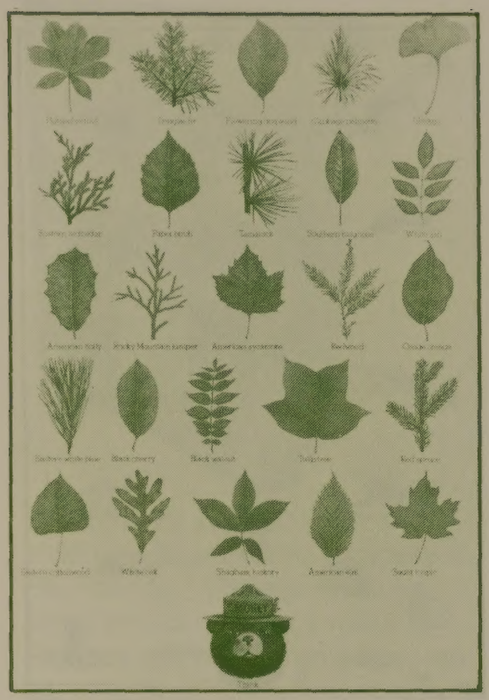



**83-CFFP-3** Sticker—4″ × 6½″. A pressure-sensitive, adhesive-back design. $28/500.

**83-CFFP-4** Range Poster—
18½″ × 13″. Another classic, showing the destructive force of fire in non-forested areas. Order **(4a)** for indoors, **(4b)** for outdoors. $40/ 200.

**83-CFFP-5** Debris Burning—
13″ × 18½″. Focuses attention on problem of wildfires caused by escaped debris fires. Order **(5a)** for indoors, **(5b)** for outdoors. $40/200.

**83-CFFP-6** Arson Poster—
13″ × 18½″. Full color poster asking for everyones help on dealing with arsonists. Order **(6a)** for indoors, **(6b)** for outdoors. $40/200.



**83-CFFP-7** Special Poster—
20″ × 30″. Leaves. $29/200.

**83-CFFP-8** Special Poster—
20″ × 30″. Birds. $29/200.

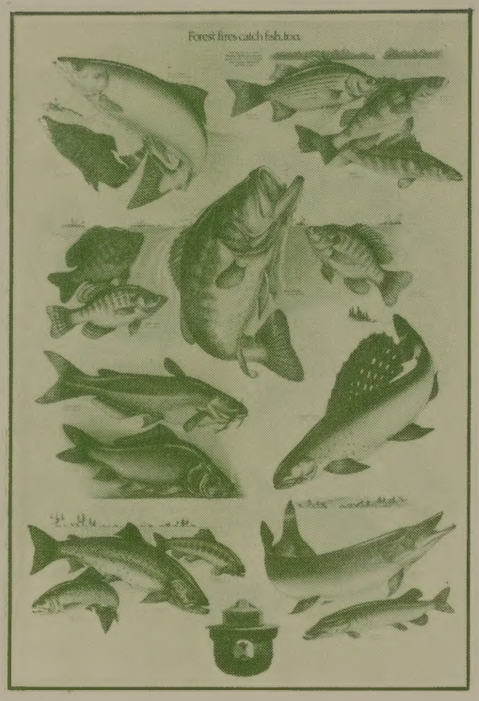
**83-CFFP-9** Special Poster—
20″ × 30″. Wood Products.
$29/ 200.

**83-CFFP-10** Special Poster—
20″ × 30″. Flowers. $29/200.

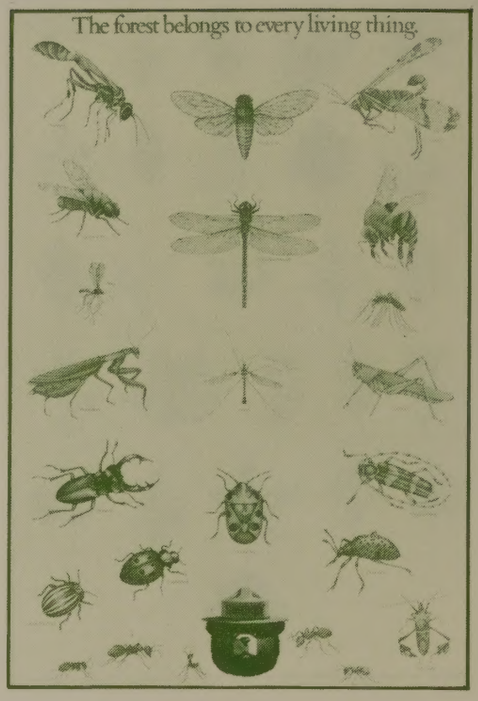
**83-CFFP-11** Special Poster—
20″ × 30″. Butterflies. $29/200.

**83-CFFP-12** Special Poster—
20″ × 30″. Animals. $29/200.

**83-CFFP-13** Special Poster—
20″ × 30″. State Trees. $29/200.




**83-CFFP-14** Special Poster—
20″ × 30″. Fish. $29/200.

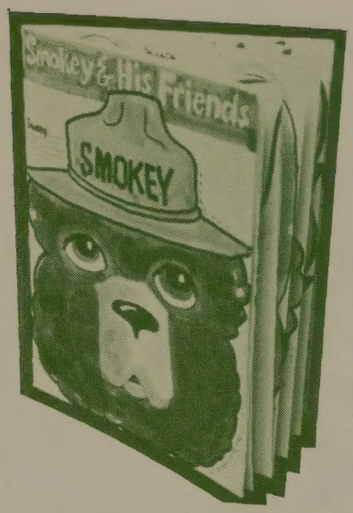



**83-CFFP-15** Special Poster—
20″ × 30″. Insects. $29/200.

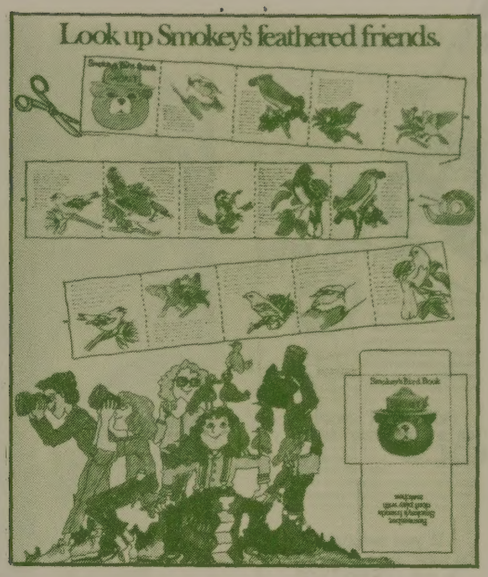
**83-CFFP-16** Special Poster—
20″ × 30″. Animal Footprints.
$29/ 200.

**83-CFFP-17** Stamps—Block of four,
gummed and perforated. $12/1,000.

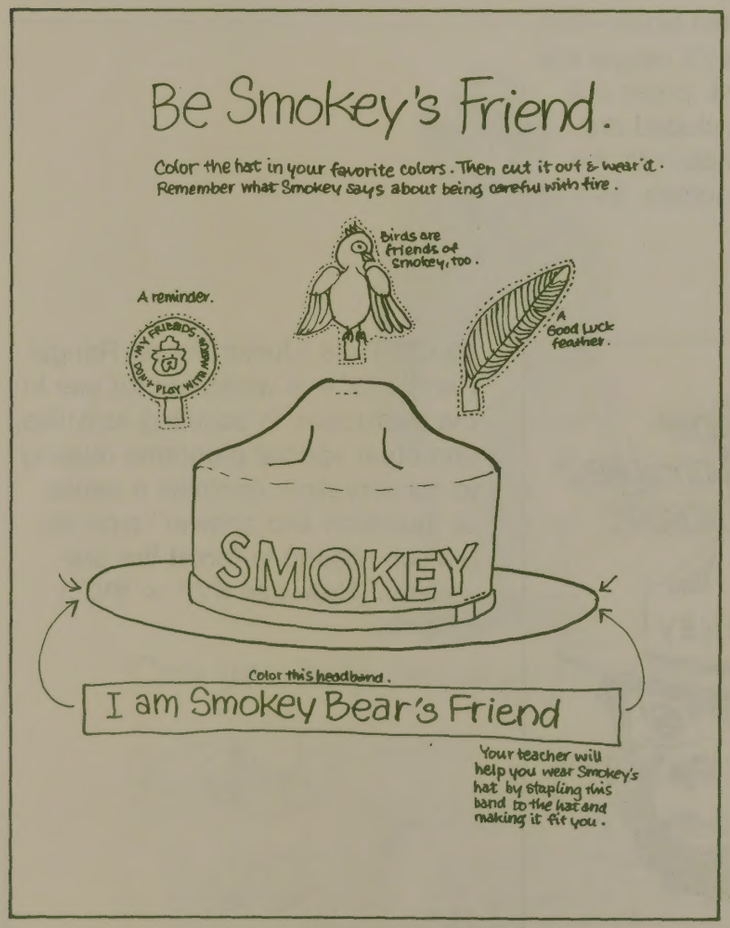
**83-CFFP-18** Bookmark. $4/500.



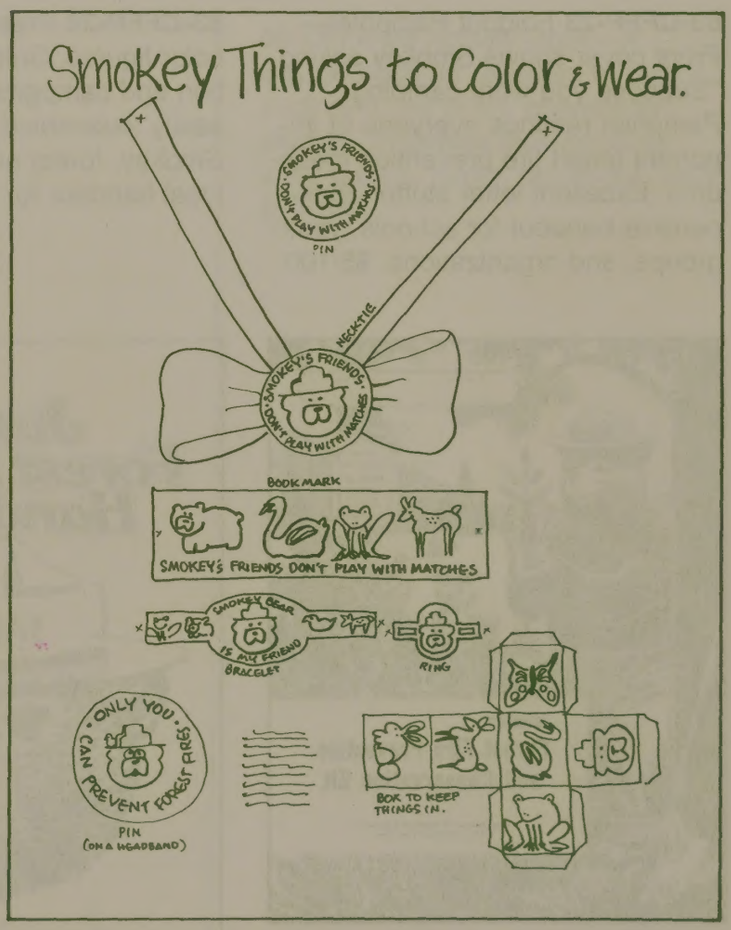

**83-CFFP-19** Teaching Aid #1—A children's play entitled "Smokey & His Friends." 16-page full-color script includes full-face mask of Smokey and his friends (deer, rabbit, tree, etc.). Gives tips on how to present play and teaches a lesson on fire prevention. $92/100.




**83-CFFP-20** Teaching Aid #2—"Smokey's Feathered Friends."—19″ × 24″. Handout for teachers who want to teach their students how to identify various birds. $28/100.



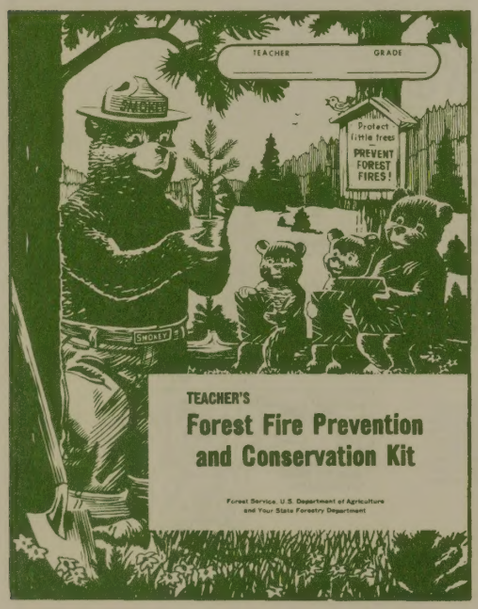

**83-CFFP-21** Teaching Aid #3—"Be Smokey's Friend." Coloring sheet—13″ × 18½″. Great handout for teachers. $14/100.




**83-CFFP-22** Teaching Aid #4—"Smokey Things to Color and Wear" coloring sheet—13″ × 18½″. Great handout for teachers. $14/100.

**83-CFFP-23** Foldout Pamphlet—Front cover shows Smokey asking "Suppose you went camping . . ." Pamphlet reminds everyone of important forest fire prevention measures. Excellent letter stuffer, inexpensive handout for schools, youth groups, and organizations. $5/100.

**83-CFFP-24** Press-out Book—Full color figures, Smokey's ranger station and campground, press-out, easily assembled. Included are Smokey, forest animals, etc. An ideal handout for teachers. $49/72.



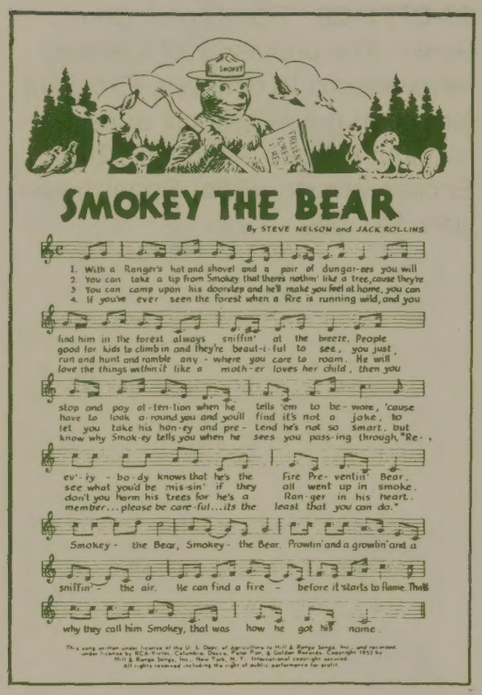

**83-CFFP-25** Teacher's Kit—Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classroom. $59/100.

**83-CFFP-26** "Junior Forest Ranger Handbook"—A workbook for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention. (New size 5¼" × 8½".) $12/100.

**83-CFFP-27** "You and Forest Fires"—A 16-page, 2-color, adult-level pamphlet on wildfires and how they affect people. (Slightly revised May 1980.) $11/100.

**83-CFFP-28** "True Story" Comic Book—The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups. **(28a)** English version, **(28b)** Spanish version. $51/500.

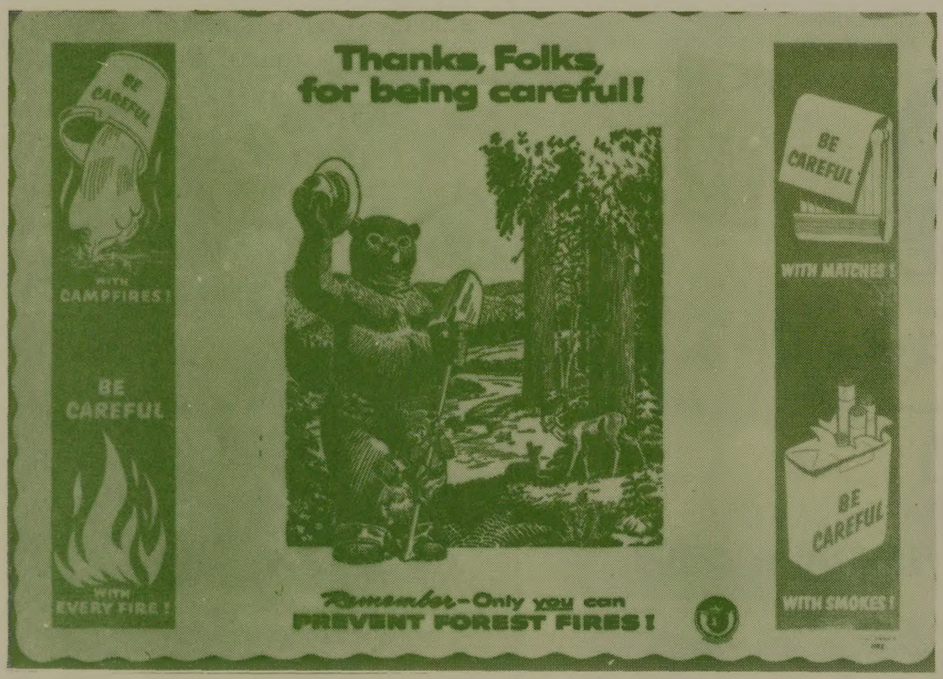
**83-CFFP-29** Activity Book—A 6-page book for teachers to reproduce and use in fire prevention studies. (Activities include cross-word puzzle, maze, dot-to-dot, etc.) $10/100.



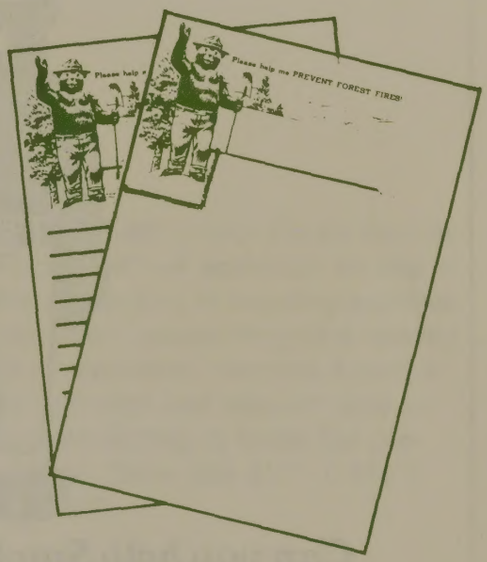

**83-CFFP-32** "Smokey the Bear" Song Sheet—with conservation pledge on reverse. An inexpensive handout for schools, youth groups. $20/1,000.

**83-CFFP-33** Wallet Card—A handout item for field or public appearance contacts. $7/500.

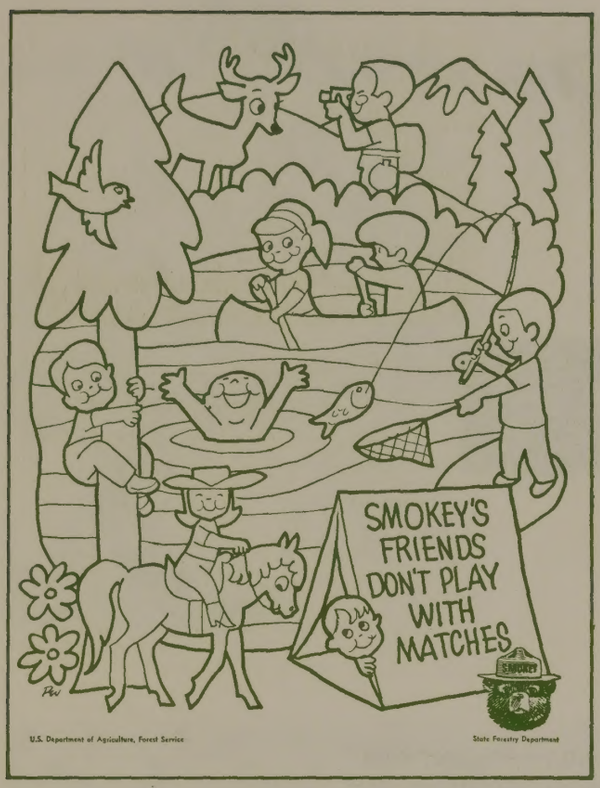
**83-CFFP-34** Name Tag—3½″ × 2⅜″, comes in packs of 100, pressure-sensitive adhesive on back. $2/100.




**83-CFFP-35** Placemat—Use this attractive paper placemat at community dinners, church socials, etc. $28/500.




**83-CFFP-36** Notepad—Include a simple fire prevention reminder with your informal correspondence. 5″ × 8″, 50 sheets/pad. Order **(36a)** unruled, **(36b)** ruled. $8/25.



WON'T YOU HELP

MAKE OUR NATION'S FORESTS SAFE

FROM FIRES

Forests are a wonderful place to camp, hike, swim, and play. Forests supply more than 5,000 valuable products and many jobs. The forest provides a home for many of our animal friends.

If you will help Smokey Bear—you will be helping keep America's Forests Green and Beautiful.

*TAKE THIS PLEDGE*

I Promise That:

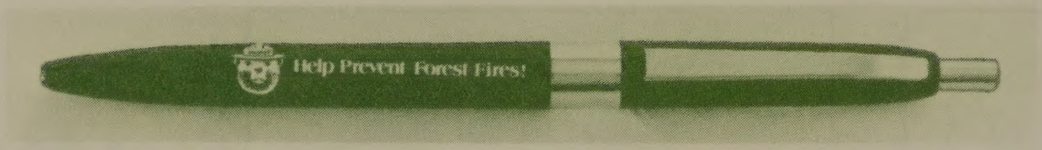
1. I will not play with matches.
2. I will tell people who smoke to use an ashtray.
3. I will see that campfires are in a clear place—at least 5 feet from anything else that will burn.
4. I will not leave a campfire until it has been put out with water.
5. I will tell all my friends to always be careful with fire.

PLEASE—Only You Can Prevent Forest Fires!

**83-CFFP-37** Coloring sheet.
8½″ × 11″. $8/500.

**83-CFFP-38a, b, c** "How to" Folders—Helpful tips with illustrations. Order **(38a)** "Make Campfires Safe," **(38b)** "Safe Debris Burning," and **(38c)** "Fire Safety Outdoors." $3/100.

**83-CFFP-39a, b, c** Bumper Strips—Reflectorized, flourescent, 2-color, Smokey's head plus **(39a)** "Prevent Forest Fires," **(39b)** "Prevent Range Fires," **(39c)** "Prevent Wildfires." (Representative Sample—Contract to be awarded.) $25/100.



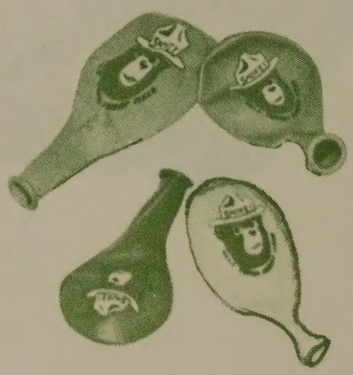

**83-CFFP-40** Pen—Retractable with ink filler and imprinted message. (Representative Sample—Contract to be awarded.) $15/100.

**83-CFFP-41** Pencil—Round wood barrel with eraser and imprinted message. (Representative Sample—Contract to be awarded.) $18/250.

**83-CFFP-42** Token—Inexpensive handout, aluminum, quality crafted, long-lasting memento, slightly larger than a half dollar. (Representative Sample—Contract to be awarded.) $35/1,000.

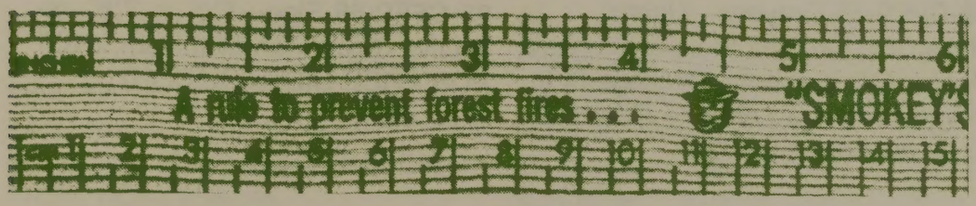
**83-CFFP-43** Lapel Tab—Colorful, foldover metal tab. (Representative Sample—Contract to be awarded.) $20/1,000.

**83-CFFP-44** Button—"Join Smokey's Campaign." Excellent handout. (Representative Sample—Contract to be awarded.) $45/500.



**83-CFFP-45** Balloon—Colorful handout for the youngsters. Smokey's face and a fire prevention message. (Representative Sample—Contract to be awarded.) $21/500.

**83-CFFP-46** Litterbag—Poly plastic, 9″ × 12″. (Representative Sample—Contract to be awarded.) $32/1,000.




**83-CFFP-47** Ruler—12″ wooden, a low-cost handout item for schools, fairs, etc. (Representative Sample—Contract to be awarded.) $72/1,000.

**83-CFFP-50** "Think - Thanks"—2¾″ × 3½″. Produced from Smokey's 1982 campaign basic poster. Order **(50a)** for embroidered patch, **(50b)** for vinyl decal. (Representative Sample—Contract to be awarded.) **(50a)** $23/25, **(50b)** $17/100.

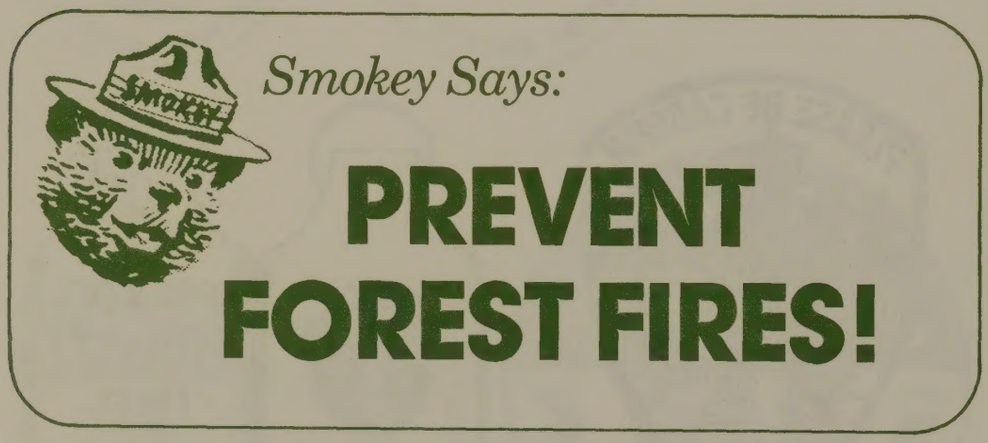
**83-CFFP-51** "Please Be Careful—Prevent Forest Fires"—3″ × 4″. Order **(51a)** for embroidered patch, **(51b)** for vinyl decal. (Representative Sample—Contract to be awarded.) **(51a)** $20/25, **(51b)** $17/100.

**83-CFFP-52** Key Fob. (Representative Sample—Contract to be awarded.) $35/50.

**83-CFFP-54** Smokey Bear Ring—Plastic, brown Smokey Bear face, ½″ × 1″, non-adjustable ring size, excellent handout. (Representative Sample—Contract to be awarded.) $35/500.

**83-CFFP-55** Crayons—Useful classroom handout to color Smokey Bear coloring sheets. Package of 8. (Representative Sample—Contract to be awarded.) $10/24.

**83-CFFP-58** Sign—5′0″ × 7′6″, reflective 8-color, on aluminum. (NOT FOR FREE DISTRIBUTION) $282 each.




**83-CFFP-59** Sign—44″ × 16″, reflective 2-color on aluminum. Order **(59a)** for "Prevent Forest Fires" and **(59b)** for "Prevent Range Fires". $29 each.

## FIRE DANGER ADJECTIVES

(construction plans of fire danger sign furnished with each order of fire danger adjectives)

**83-CFFP-60** Fire Danger Adjectives—For standard Fire Danger Sign, 32″ × 13″ reflective, adhesive back, (set of 5) (for 2-way sign, order 2 sets). (NOT FOR FREE DISTRIBUTION) $58/set.

**83-CFFP-61a & b** Smokey Bear Poster—for standard Fire Danger sign, 5′8″ tall. Full color. Order **(61a)** for shovel in left hand, **(61b)** for shovel in right hand. For 2-way sign order 1 of each. (NOT FOR FREE DISTRIBUTION) $18 each.

# SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

*Remember -*
**Only you can PREVENT FOREST FIRES!**

Dear Friend:

For over 36 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1983.

This guide describes the material prepared for my 1983 campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising, it may be tough to finance the materials we need to cover all the opportunities we have to support forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by The Advertising Council. The media donates their time and space to forest fire prevention. Last year their donations were worth more than $48 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your Friend,

S M O K E Y

ORDER FORM
1983 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

**ORDERS DUE BY OCTOBER 1, 1982**

From: _____
(Name, Title, Agency, or Organization)

SHIP ORDER TO: _____

_____

_____

_____
(Note: Use Freight Address Only; NO P.O. Boxes Please)

| Item No. | Description | Quantity 1/ | No. of Std. Pk. | Price/ Std. Pk. | Total $$$ |
|---|---|---|---|---|---|
| 1a | Basic Poster, 13" x 18 1/2" paper, std. pk. 500 | | | 56 | |
| 1b | Basic Poster, 13" x 18 1/2", cardboard, std. pk. 250 | | | 33 | |
| 2 | School Poster, 7" x 10", paper only, std. pk. 500 | | | 23 | |
| 3 | Sticker, 4" x 6 1/2", std. pk. 500 | | | 28 | |
| 4a | Range Poster, 18 1/2" x 13", paper, std. pk. 200 | | | 40 | |
| 4b | Range Poster, 18 1/2 x 13", cardboard, std. pk. 200 | | | 40 | |
| 5a | Debris Burning Poster, 13" x 18 1/2", paper, std. pk. 200 | | | 40 | |
| 5b | Debris Burning Poster, 13" x 18 1/2", cardboard, std. pk. 200 | | | 40 | |
| 6a | Arson Poster, 13" x 18 1/2", paper, std. pk. 200 | | | 40 | |
| 6b | Arson Poster, 13" x 18 1/2", cardboard, std. pk. 200 | | | 40 | |
| 7 | Special Poster, Leaves, 20" x 30", std. pk. 200 | | | 29 | |
| 8 | Special Poster, Birds, 20" x 30", std. pk. 200 | | | 29 | |
| 9 | Special Poster, Wood Products, 20" x 30", std. pk. 200 | | | 29 | |
| 10 | Special Poster, Flowers, 20" x 30", std. pk. 200 | | | 29 | |
| 11 | Special Poster, Butterflies, 20" x 30", std. pk. 200 | | | 29 | |
| 12 | Special Poster, Animals, 20" x 20", std. pk. 200 | | | 29 | |
| 13 | Special Poster, State Trees, 20" x 30", std. pk. 200 | | | 29 | |
| 14 | Special Poster, Fish, 20" x 30", std. pk. 200 | | | 29 | |
| 15 | Special Poster, Insects, 20" x 30", std. pk. 200 | | | 29 | |
| 16 | Special Poster, Animal Footprints, 20" x 30", std. pk. 200 | | | 29 | |
| 17 | Stamps, color, block of 4, std. pk. 1,000 | | | 12 | |
| 18 | Bookmark, std. pk. 500 | | | 4 | |

| Item No. | Description | Quantity 1/ | No. of Std. Pk. | Price/ Std. Pk. | Total $$$ |
|---|---|---|---|---|---|
| 19 | Teaching Aid #1, Play, 16 pages, std. pk. 100 | | | 92 | |
| 20 | Teaching Aid #2, Smokey's Feathered Friends, 19" x 24", std. pk. 100 | | | 30 | |
| 21 | Teaching Aid #3, Be Smokey's Friend 13" x 18 1/2", std. pk. 100 | | | 14 | |
| 22 | Teaching Aid #4, Smokey Things to Color and Wear, 13" x 18 1/2", std. pk. 100 | | | 14 | |
| 23 | Foldout Pamphlet, std. pk. 100 | | | 5 | |
| 24 | Press-out Book, std. pk. 72 | | | 49 | |
| 25 | Teacher's Kit (folder and 3 items), std. pk. 100 | | | 59 | |
| 26 | "Junior Forest Ranger Handbook," std. pk. 100 | | | 12 | |
| 27 | "You and Forest Fires," std. pk. 100 | | | 11 | |
| 28a | "True Story" Comic (English version), std. pk. 500 | | | 51 | |
| 28b | "True Story" Comic (Spanish version), std. pk. 500 | | | 51 | |
| 29 | Activity Book, 6 pages, std. pk. 100 | | | 10 | |
| 32 | "Smokey Bear" Song Sheet, std. pk. 1,000 | | | 20 | |
| 33 | Wallet Card, std. pk. 500 | | | 7 | |
| 34 | Name Tag, adhesive back, std. pk. 100 | | | 2 | |
| 35 | Placement, paper, std. pk. 500 | | | 28 | |
| 36a | Note Pad, 5" x 8", unruled, std. pk. 25 | | | 8 | |
| 36b | Note Pad, 5" x 8", ruled, std. pk. 25 | | | 8 | |
| 37 | Coloring Sheet, std. pk. 500 | | | 8 | |
| 38a | "Make Campfires Safe" folder, std. pk. 100 | | | 3 | |
| 38b | "Safe Debris Burning" folder, std. pk. 100 | | | 3 | |
| 38c | "Fire Safety Outdoors" folder, std. pk. 100 | | | 3 | |
| *39a | Bumper Strip, "Prevent Forest Fires," std. pk. 100 | | | 25 | |
| *39b | Bumper Strip, "Prevent Range Fires," std. pk. 100 | | | 25 | |
| *39c | Bumper Strip, "Prevent Wildfires," std. pk. 100 | | | 25 | |
| *40 | Pen, (two-color), std. pk. 100 | | | 15 | |

| Item No. | Description | Quantity 1/ | No. of Std. Pk. | Price/ Std. Pk. | Total $$$ |
|---|---|---|---|---|---|
| *41 | Pencil, (two-color), std. pk. 250 | | | 18 | |
| *42 | Token, (approx. 1/4" diameter), std. pk. 1,000 | | | 35 | |
| *43 | Lapel Tab, foldover metal, std. pk. 1,000 | | | 20 | |
| *44 | Button, "Join Smokey's Campaign," std. pk. 500 | | | 45 | |
| *45 | Balloon, std. pk. 500 | | | 21 | |
| *46 | Litterbag, plastic, std. pk. 1,000 | | | 32 | |
| *47 | Ruler, 12" wooden, std. pk. 1,000 | | | 72 | |
| *50a | Patch, "Think-Thanks," std. pk. 25 | | | 23 | |
| *50b | Vinyl Decal, "Think-Thanks," std. pk. 100 | | | 17 | |
| *51a | Patch, "Please Be Careful...," std. pk. 25 | | | 20 | |
| *51b | Vinyl Decal, "Please Be Careful...," std. pk. 100 | | | 17 | |
| *52 | Key Fob, std. pk. 50 | | | 35 | |
| *54 | Smokey Bear Ring, plastic, std. pk. 500 | | | 35 | |
| *55 | Crayons, 8-pack, std. pk. 24 | | | 10 | |
| 58 | Sign, reflective, 5'0" x 7'6" (each) | | | 282 | |
| 59a | Sign, reflective, 44" x 16", "Prevent Forest Fires" (each) | | | 29 | |
| 59b | Sign, reflective, 44" x 16", "Prevent Range Fires" (each) | | | 29 | |
| 60 | Fire Danger Adjectives, reflective (set of 5) | | | 58 | |
| 61a | Fire Danger Smokey Poster, left hand (each) | | | 18 | |
| 61b | Fire Danger Smokey Poster, right hand (each) | | | 18 | |

* Contract to be awarded (refer to representative sample shown in campaign guide).
1/ Whole number

CHARGE APPROPRIATION _____ TOTAL VALUE OF ORDER _____

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